

## COMMUNITY CAMPAIGN EVENTS SPONSORSHIP PACKAGE

United Way brings our community together in strength to address Dane County's greatest needs. As we are experiencing racial unrest, an economic downturn and a pandemic, this is more important than ever.

In place of our traditional in-person "Community Kickoff", we will offer **monthly opportunities for people to learn about community issues, participate in volunteer opportunities and support the well-being of our neighbors**. As in the past, we will celebrate our community's generosity and impact at Community Celebration.

With your sponsorship this year, your brand will reach a broad audience of business, nonprofit and community leaders in Dane County, and you will support volunteerism, immediate impact and the annual campaign.

### COMMUNITY EVENTS

**Working for All Webinar Series** • August – December • via Zoom

Monthly webinars to share United Way's work to address racial disparities in our community. These efforts support our vision of a Dane County where everyone can succeed in school, work and life. Webinars will feature business and community experts, resources and how we can come together to change lives.

**Volunteer Opportunity Series** • August – December • Various

Monthly remote or in-person volunteer opportunities, in partnership with local nonprofits, to help provide essential services and supplies to our neighbors. All volunteer opportunities will be available on [www.VolunteerYourTime.org](http://www.VolunteerYourTime.org) and those that are in-person will include social-distancing, mask-wearing and sanitization practices in accordance with public health guidelines.

**Community Celebration** • March 2021 • 11:30 am – 1:00 pm • via Zoom, in-person TBD

Celebrating **The Power of Many, Working for All!** This event recognizes the important contributions of donors, volunteers and our corporate and nonprofit partners. The program will be offered virtually (in-person option to be determined), featuring campaign awards, community volunteer awards and stories about how your gifts of time, talent and treasure make a difference.

### REACH & MEDIA EXPOSURE

Show 25,000+ community members that your organization believes that everyone in Dane County should succeed in school, work and life. Our attendees are community-minded and committed to the promise that Dane County should be the best place to live, for all.

In past years, these events have been covered by key television and print media outlets. Additionally, we conduct a series of editorial visits to kick off the annual campaign in August.

### ABOUT UNITED WAY OF DANE COUNTY

United Way of Dane County has been tackling Dane County's toughest challenges for 98 years. With a mission to unite the community to achieve measurable results and change lives, we are committed to build a Dane County where everyone can succeed in school, work and life. Through strategic partnerships and collaborative work, United Way brings the many voices of Dane County together to find common ground and develop a strategic architecture for change, while engaging businesses and individuals to give, advocate and volunteer in Dane County. Together, we are The Power of Many. Working for All.

### CONTACT

Stefanie Herrick, Director of Events: [stefanie.herrick@uwdc.org](mailto:stefanie.herrick@uwdc.org) or (608) 246-4384

## SPONSORSHIP LEVELS AND BENEFITS

Recognition Benefits	Exclusive Presenting \$10,000+	Supporting \$5,000+	Community \$2,500+
United Way of Dane County Website	Logo; link to company page	Logo; link to company page	Name; link to company page
Press releases and editorial visits with media in August	Name	Name	Name
Digital invitations, online event registration	Logo	Logo	Name
United Way of Dane County social media	Tagged and mentioned in posts weekly	Tagged and mentioned in posts twice monthly	Tagged and mentioned in posts monthly
Social media event pages	Logo in image and company tagged on event page	Company tagged on event page	Company tagged on event page
VolunteerYourTime.org	Logo	Logo	Name
Mailed invitation for Community Celebration	Logo	Logo	Name
Featured during event programs	Speaking opportunity at 2 webinars and Celebration	Speaking opportunity at 1 webinar and Celebration	Speaking opportunity at 1 webinar or Celebration
Creative promotion in pre-webinar slideshows and Community Celebration program booklet	1 full slide 1 full page	1 half slide 1 half page	1 quarter slide 1 quarter page
Digital and printed event materials	Logo	Logo	Logo
Tables at Community Celebration	2 reserved tables	1 reserved table	1 reserved table

Please note: Event sponsors cannot self-nominate for the Business Champion Award given at Community Celebration.

## COMMUNITY CELEBRATION TABLE SPONSORSHIP BENEFITS *starting at \$1,000*

- Company logo or name on online event registration form, digital invitations, digital and printed event materials and table
- Tagged and mentioned in United Way of Dane County social media posts
- 1 reserved table (8+ seats) with premium seating at March 2021 event

## IN-KIND OR MEDIA SPONSORSHIP BENEFITS

- Company logo or name on online event registration form, digital invitations, digital and printed event materials and table
- Tagged and mentioned in United Way of Dane County social media posts
- Live recognition by speakers during program
- 1 reserved table (8+ seats) with premium seating at March 2021 event